The Florida Wildflower Foundation was well on its way toward a stellar 2020 when the COVID-19 pandemic brought the world to a screeching halt in March. Businesses closed, unemployment soared and many employees — including our own — learned to work virtually.

As our staff and contractors scrambled to adapt programs that were already in motion, an interesting thing happened: Masses of sequestered people turned to native, natural Florida for recreation and solace. They sought out parks and wilderness areas as never before. No doubt that was because they offered a safe haven for socially distant activities shrouded in the comforting quilt of the natural world. Homeowners, too, turned to the outdoors at their doorsteps and began revamping their landscapes. Demand for native wildflowers was driven upward as people sought the best plants to host Florida's butterflies and bees.

Our staff, contractors and volunteers were kept busy as visits to our website, requests for information and participation on social media accelerated. We replaced in-person engagements with online webinars, which thousands of people have attended. We even published our new book, Native Plants for Florida Gardens, while working with grant recipients to revise deadlines and retooling the Seedlings for Schools program when schools shuttered.

Our partnership with the Florida Department of Transportation deepened, as we began hosting its official Wildflower Program pages on our website, www.FlaWildflowers.org. We signed a new partnership agreement with the Florida Native Plant Society and together began working on policy surrounding plant rescues along FDOT-maintained roadways. We also managed to survey roadsides in 13 counties for naturally occurring wildflowers.

We didn’t do it alone, of course. In all, our 600 volunteers donated time worth almost $15,000. They watched roadsides, helped hammer out policies, shared ideas and much more. Around the state, they were our eyes and ears. Together, we entered our 2020–21 fiscal year with the hopes of putting COVID-19 behind us and plans to expand our efforts and offerings.

We invite you to join us as we move forward to protect, connect and expand native wildflower habitat throughout the state. Together, we can make a difference to native, natural Florida.

Dena Wild, Board Chair

- 212-page book *Native Plants for Florida Gardens* published
- 7,000 enthusiasts attended webinars and presentations
- 11,000 YouTube video and webinar views
- 8,265 *20 Easy-to-Grow Wildflowers* magazines requested
- 24,000 handouts and brochures distributed
7,860 students benefited from 44 Seedlings for Schools garden grants

100 percent of participating teachers used gardens in STEM lessons

5 Viva Florida Landscape Demonstration Garden grants were awarded

33,379 square feet of native wildflowers, grasses and flowering shrubs were planted

202,877 people experienced native wildflowers through Viva Florida gardens
500 miles of roadsides surveyed

More than 350 native plant species documented

150 seed protocol references for *Gaillardia*, *Phlox* and *Vernonia* species collected and contributed to the Lady Bird Johnson Wildflower Center’s searchable database

**Advocacy and policy**

- With FDOT Environmental, led the formation of the Native Plant Working Group to help guide roadside plant rescues and vegetation policy
- Joined 109 environmental groups in opposing the creation of three unnecessary major Florida toll roads
- Advocated for 3 national botany bills
- Member of U.S. Rep. Stephanie Murphy’s Environmental Advisory Committee
The following organizations and entities benefited from the Florida Wildflower Foundation’s Education, Planting or Research programs during the 2019–20 fiscal year.

4-H Putnam County
All Native Garden Center
Apalachicola National Estuarine Research Reserve
Atala Chapter, North American Butterfly Association
Audubon Florida
Bok Tower Gardens
Boyd Hill Nature Preserve
Brevard County Master Gardeners
Callahan Garden Club
Calusa Garden Club of Marco Island
Citrus Chapter, Florida Native Plant Society (FNPS)
Clay County Master Gardeners
Coccoloba Chapter, FNPS
Conradina Chapter, FNPS
Cuplet Fern Chapter, FNPS
Cutting Horse Eco-Center
Florida Association of Native Nurseries
Florida Department of Environmental Protection
Foliage Garden Club of Apopka
Folly Farm
Friends of the Enchanted Forest
Gamble Rodgers State Park
Garden Club of Green Cove Springs
Garden Club of Palm Coast
Gato Government Building, Key West
Grow Hub
Gulf County Master Gardeners
Hernando County Master Gardeners
Hillsborough County Public Schools
Keep Palm Beach County Beautiful
Lake St. George Elementary School, Palm Harbor
Leon County Master Gardeners
Levy County Master Gardeners
Lyonia Environmental Center
Manatee County Master Gardeners
Mangrove Chapter, FNPS
Miami Lakes Garden Club
Miami-Dade Master Gardeners
Monroe County Master Gardeners
Native Butterfly Flowers Nursery
Nature Coast Botanical Garden
Nature Coast Chapter, FNPS
Nehrling Gardens
New Smyrna Beach Garden Club
Newberry Garden Club
Oakland Nature Preserve
Old Northeast Garden Club
Oldsmar Micro Farmers
Orange County Master Gardeners
Ormond Beach Environmental Discovery Center
Osceola County Master Gardeners
Palm Beach Chapter, FNPS
Palm Beach Preservation Society, Pan’s Garden
Pasco County Master Gardeners
PawPaw Chapter, FNPS
Pelican Island Audubon Society
Pelican Island Elementary School, Sebastian
Garden Club of PGA Village
Pinellas Chapter, FNPS
Port St. Lucie Botanical Garden
Sanibel-Captiva Conservation Foundation
Santa Rosa County Master Gardeners
Sarasota County Butterfly Club
Sea Rocket Chapter, FNPS
Seedlings Garden Club
Silver Springs State Park
Southeast Volusia Audubon Society
St. Lucie County Master Gardeners
Stocking Savvy Environmental Consulting
Sweetbay Chapter, FNPS
Tarflower Chapter, FNPS
The Nectary Nursery
The Villages Butterfly Garden Club
The Villages Chapter, FNPS
Three Rivers State Park
UF/IFAS Extension, Orange County
UF/IFAS Extension, Sumter County Fairgrounds
UF/IFAS Extension, Wakulla County
Warren Hope Dawson Elementary School, Riverview
Wilcox Nursery

Seedlings for Schools Grant Awards
A.D. Henderson University School, Boca Raton
Arnold High School, Panama City Beach
Ashton Elementary, Sarasota
Broach School, St. Petersburg
Buddy Taylor Middle School, Palm Coast
Chiles Elementary, Tampa
Cornerstone Charter Academy, Belle Isle
Cranberry Elementary, North Port
Creekside Middle School,
Port Orange
DaVinci Learning Academy, Apopka
Doctors Charter School, Miami Shores
Downtown Doral Charter Elementary, Doral
Goldsboro Elementary Magnet, Sanford
Greenacres Elementary, Greenacres
Imagine South Lake Charter, Clermont
Joseph H. Messina Childrens Center, Fort Myers
Lawton Chiles Middle School, Lakeland
Lindsey Hopkins Technical College, Southwest Ranches
Littlewood Elementary, Gainesville
Murdock Middle School, Port Charlotte
NewGate School, Sarasota
North Hialeah Elementary, Hialeah
Ocean Breeze, Indian Harbour Beach
Ocean Studies Charter, Tavernier
Paul B. Stephens ESEC, Clearwater
Pinewood Elementary, Mims
Quail Hollow Elementary, Wesley Chapel
R.J. Longstreet Elementary, Daytona Beach
Riverside Montessori, Stuart
Round Lake Elementary, Leesburg
Rowlette Middle Academy, Bradenton
Seminole Heights Elementary, Tampa
Sheehy Elementary, Tampa
Southwest Middle School, Palm Bay
Springs Coast Environmental Education Center, Weeki Wachee
St. Bernadette Catholic School, Hollywood
St. James the Fisherman Children’s Center, Islamorada
Stone Magnet Middle School, Palm Bay
Temple Torat Emet B-Yachad Religious School, Boynton Beach
The Early Childhood Learning Center, Stuart
Vineland Elementary, Rotonda
Wesley Chapel Elementary, Wesley Chapel
Windy Hill Middle School, Clermont
FINANCIALS & GOVERNANCE

REVENUE

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<tr>
<th>Description</th>
<th>2019–2020</th>
<th>2018–2019</th>
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<tbody>
<tr>
<td>Donations</td>
<td>$326,876</td>
<td>$288,708</td>
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<tr>
<td>Investment earnings</td>
<td>$10,422</td>
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<td>Gifts In-kind</td>
<td>$7,301</td>
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<td>Memberships</td>
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<tr>
<td>Admissions</td>
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<td>$15,599</td>
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<td>Grants</td>
<td>$16,296</td>
<td>$13,349</td>
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<tr>
<td>Other</td>
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<td>$2,419</td>
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<td><strong>TOTAL Revenue</strong></td>
<td><strong>$375,871</strong></td>
<td><strong>$354,590</strong></td>
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EXPENSES

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<th>Description</th>
<th>2019–2020</th>
<th>2018–2019</th>
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<tbody>
<tr>
<td>Education</td>
<td>$195,423</td>
<td>$210,229</td>
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<td>Planting</td>
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<td>Research</td>
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<td>Management/Gen</td>
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<td>Fundraising</td>
<td>$27,959</td>
<td>$11,700</td>
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<td><strong>TOTAL Expense</strong></td>
<td><strong>$326,193</strong></td>
<td><strong>$323,042</strong></td>
</tr>
</tbody>
</table>

Net assets, beginning: $685,611
Net assets, end*: $735,289

*Includes $300,000 quasi-endowment

TEAM WILDFLOWER

**Board members**
- Nancy Bissett
- Jaret Daniels, PhD
- Eric Darden
- David Frakt
- Gary Henry
- Melissa Hunt
- Carolyn Schaag
- Terry Zinn

**Staff**
- Lisa Roberts, executive director
- Stacey Matrazzo, program manager
- Rose Kinane, administrative assistant

**Contractors**
- Jeff Norcini, research, planting and education
- Claudia Larsen, planting and education
- Jennifer Tyson, social media
- Liz Sparks, FDOT/PWA liaison